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News

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**SEMA Show 2011: LLumar® Window Film Provides Real-Time Show Coverage, Prizes and Live Install Demos of LLumar CTX Automotive Tint and LLumar Paint Protection Film**

**LAS VEGAS – November 1, 2011** – Solutia Inc. (NYSE: SOA), a global leader in performance materials and specialty chemicals, will present live demonstrations of their best-in-class LLumar CTX® high performance, signal-enabling window film and LLumar Paint Protection Film at the SEMA show in Las Vegas, Nov. 1-4, 2011 (Booth #12013, located in the Restyling & Car Care Accessories section). Solutia will also be providing real-time show coverage from the LLumar booth and the show floor. Window film dealers and auto enthusiasts can follow along to stay informed on the best events and products that SEMA has to offer and also enter to win prizes such as window film gift certificates, a Facebook makeover and special-edition SEMA t-shirts.

At Solutia's LLumar booth, attendees can learn tips and tricks from professionals as they install LLumar CTX [window film](#). Available in a range of sleek charcoal shades, the LLumar CTX line is designed to work with the vehicles on today's market, which feature electronics like GPS, driver assistance, satellite radios and keyless entry. Using Ceramtrix™ Advanced Technology, LLumar CTX window tints create no electronic signal interference, while providing as much as 60% heat rejection and 94% glare reduction inside a vehicle. They help produce a cooler, more comfortable drive and help protect the vehicle's interior

from fading and cracking. By lowering the strain on a vehicle's air-conditioning system, LLumar CTX window tints also help consumers save money on fuel and lower carbon emissions.

“The end consumers of our products typically care about their cars and understand the return on investing in accessories like window film, which helps protect the interior of their cars, and paint protection film, which helps protect the exterior,” said Mark Gershenson, global automotive segment director. “At the dealer or installer level, paint protection film installations are purely incremental business and are a good match for their skill sets because the installation tools and techniques are similar to window films.”

[LLumar Paint Protection Film](#), selected as “Best New Product of the Year” at SEMA 2009, offers advancements for the consumer and installer. A counter-seasonal product to automotive window film, LLumar Paint Protection Film can help protect a vehicle from abrasions, nicks and scratches caused by small road debris, sand and salt, which can destroy a vehicle's exterior during the winter months. Applicable to hoods, mirrors, fenders, door handles, bumpers and more, LLumar Paint Protection's dual layer construction is 33% thicker than competitive films, preserving the high gloss finish of the film while increasing durability. Installers appreciate the film's wide widths for no-seam installs and its proprietary adhesive system that improves handling, making it easy to reposition for less-waste installations.

Whether or not auto enthusiasts or dealers are attending the show in Las Vegas, they can stay informed by visiting <http://www.llumar.com/en/sema.aspx>. LLumar Window Film will be posting videos, pictures and updates Nov. 1-4 on the most interesting automotive finds from the LLumar booth and beyond. Auto enthusiasts can enter to win LLumar window film gift certificates and play auto trivia at the LLumar booth on Thursday, Nov. 3 at 2 p.m.

Window film dealers can submit their best auto film installation tip for a chance to win a custom, professionally designed Facebook fan page. [Follow along and enter to win!](#)

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**Corporate Profile**

Solutia is a market-leading performance materials and specialty chemicals company. The company focuses on providing solutions for a better life through a range of products, including: Saflex® polyvinyl butyral interlayers for glass lamination and for photovoltaic module encapsulation and VISTASOLAR® ethylene vinyl acetate films for photovoltaic module encapsulation; LLumar®, Vista™, EnerLogic®, FormulaOne®, Gila®, V-KOOL®, Hüper Optik®, IQue™, Sun-X™ and Nanolux™ aftermarket performance films for automotive and architectural applications; Flexvue™ advanced film component solutions for solar and electronic technologies; and technical specialties products including Crystex® insoluble sulfur, Santoflex® PPD antidegradants, Therminol® heat transfer fluids and Skydrol® aviation hydraulic fluids. Solutia's businesses are world leaders in each of their market segments. With its headquarters in St. Louis, Missouri, USA, the company operates globally with approximately 3,300 employees in more than 50 worldwide locations. More information is available at [www.Solutia.com](http://www.Solutia.com).

**Source: Solutia Inc.**

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